

# CITY OF GREENBELT, MD

## CLASS SPECIFICATION

**CLASS TITLE:** Public Information Specialist PT  
**DEPARTMENT:** Administration  
**REPORTS TO:** Public Information and Communications Coordinator

**SALARY GRADE:** 13  
**FLSA STATUS:** E  
**DATE:** 04/2019

### **JOB SUMMARY AND DISTINGUISHING FEATURES OF THE WORK:**

This position is with the City's Public Information and Communications Office which communicates city services and information to the public through a variety of media types including: websites, social media, newsletters, list serves, press releases, brochures, the City's Cable Channels, video streaming, visual displays and more.

### **ESSENTIAL JOB FUNCTIONS:**

Assist in the maintenance and expansion of the City's website.

Assist in print layout and video editing.

Create promotional flyers and posters for City events and programs.

Photograph/Video City events and programs for use in printed materials, social media, website etc.

Solicit articles and information from all City departments pertaining to services, programs, events, etc. available to City residents.

Assist in the compilation of the City's quarterly newsletter both in print and electronic media. Work with all departments on creation of informational newsletters pertaining to their departments.

Assist in producing attractive and engaging posts for all of the City's Social Media sites.

Work creating graphics and materials for brochures, electronic media, displays, presentations and more.

Monitor social media and website analytics for trends and effectiveness.

Come up with new and innovative ideas on how to promote City events, programs, and important updates.

Update outdated promotional material.

Have a strong understanding of City Government and how to navigate resources and services.

### **IMPORTANT JOB FUNCTIONS:**

Proficient in Adobe Creative Clouds, especially InDesign, Photoshop, Illustrator and Acrobat.

Proficient in the use of website Content Management Systems.

Must have strong writing skills.

Must be familiar with 35mm Photography, Video and Video Editing.

Performs other related duties as assigned.

### **MATERIAL AND EQUIPMENT USED:**

PC and Mac Computers

General Office Equipment

Adobe Creative Cloud

Graphics Software

Adobe Premiere

Tightrope Media System

Video and Still Cameras

### **MINIMUM QUALIFICATIONS REQUIRED:**

#### **Education and Experience:**

Three years of layout, graphics, social media, and writing experience.

A Bachelor's degree from an accredited four-year college or university. Must include course work in Communications, Graphic Art, or a related field; and,

Any combination of education, training and experience which provides the required knowledge, skills, and abilities to perform the essential functions of the job.

**Licenses and Certifications:**

None

**KNOWLEDGE, SKILLS, AND ABILITIES:****Knowledge of:**

Print Layout

Graphic Design

Photography

Adobe Creative Cloud experience

All computer applications and hardware related to performance of the essential functions of the job.

Department organization, standard operating guidelines and policies, rules, and regulations.

**Skill in:**

Communicating orally and in writing with the public, internal staff and other departmental staff in order to give and receive information in a courteous manner.

Ability to establish and maintain effective working relationships with fellow employees, city officials, other government agencies, and the general public.

Ability to work independently, multitask, and coordinate and organize multiple projects.

While performing the essential functions of this job, the incumbent is regularly required to sit; use hands to grasp, handle, or feel objects; speak and hear; read and write; keyboard; and occasionally lift, carry, push or pull objects weighing up to 50 pounds.

**Working Conditions:**

Work is performed in a normal office environment with little exposure to outdoor temperatures or dirt and dust.

The incumbents working conditions are typically quiet.

Public Information and Communications Coordinator Class Specification

This class specification should not be interpreted as all inclusive. It is intended to identify the essential functions and requirements of this job. Incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this specification. Any essential function or requirement of this class will be evaluated as necessary should an incumbent/applicant be unable to perform the function or requirement due to a disability as defined by the Americans with Disabilities Act (ADA). Reasonable accommodation for the specific disability will be made for the incumbent/applicant when possible.